



D. M. 8/14/92
T & D 8/17/92
S. R. M. 1/1
S. A. M. 1/18/92

M.A. YOUNG
Regional Sales Manager

August 14, 1992

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

TO: E. M. McAtee

RE: 1st Quarter 1993 Work Plan

Dear Ed:

Attached is the complete New Jersey Region 1st Quarter 1993 Work Plan.

As you can see, we have placed as much of our budget into "volume protection" as possible to support the proper percentages of our individual brand case goals.

It's quite apparent that according to the marketing guidelines, the New Jersey Region was underfunded for the WINSTON, CAMEL, MORE and VANTAGE budgets.

Please give me a call if you have any questions.

Sincerely,

M. A. Young

MAY/ams

Attachment

cc: M. A. Simmons
DM's

M-4

51854 1680

"We work for smokers."